

ORDER



Orders	Order / Rev:	165872
	Alt Order #:	06311346
	Product Desc:	SEIU
	Estimate:	1765
	Flight Dates:	09/12/12 - 09/19/12
	Original Date / Rev:	09/11/12 / 09/11/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten

Sales Office: HDC

Sales Region: NAT

Agency	Name:	Waterfront Strategies
	Buying Contact:	Shira Levy
	Billing Contact:	1010 Wisconsin Ave. NW
		Washington, DC 20007

Primary AE:	<u>Matthew Norten</u>
Sales Office:	<u>HDC</u>
Sales Region:	<u>NAT</u>
Billing Type:	<u>Cash</u>
Billing Calendar:	<u>Broadcast</u>
Billing Cycle:	<u>EOM/EOC</u>
Agency Commission:	<u>15%</u>

Advertiser	Name:	Issue/S.E. I. U.
	Demographic:	A35+
	Product Codes:	PF School
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: **00:15:00**
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	43	\$38,550.00	\$32,767.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$38,550.00	\$32,767.50	0.00

Account Executives

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	22%	\$38,550.00
Market	100%	\$175,227.27

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	29%	\$50,815.91
WITI	28%	\$49,063.64
WMLW-	1%	\$1,752.27
WPXE	0%	\$0.00
WTMJ	20%	\$35,045.45
WVTW	0%	\$0.00
WYTU	0%	\$0.00

Order / Rev: 165872
Alt Order #: 06311346
Flight Dates: 09/12/12 - 09/19/12

Advertiser: Issue/S.E. I. U.
Product Desc: SEIU
Estimate: 1765

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/12/12	09/14/12	Letterman 1035p-1135p CM		1035p-1135p	--WTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$300.00 0.00															
E 3	WDJT	09/12/12	09/14/12	Y&R 11a-12p	CM	11a - 12p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
THE YOUNG & THE RESTLESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$600.00 0.00															
E 4	WDJT	09/12/12	09/14/12	News at Noon	CM	12p-1230p	--WTF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
CBS 58 NEWS AT 12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 1 \$200.00 0.00															
E 5	WDJT	09/12/12	09/14/12	Doctor 2p-3p	CM	2p-3p	--WTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$200.00 0.00															
E 6	WDJT	09/12/12	09/14/12	Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$500.00 0.00															
E 7	WDJT	09/12/12	09/14/12	Jeopardy 6p-630p	CM	M-F 6p-630p	--WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$1,000.00 0.00															
E 8	WDJT	09/12/12	09/14/12	Morning News M-F 6a - 7a	CM	6a-7a	--WTF--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
CBS 58 MORNING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$100.00 0.00															
E 9	WDJT	09/12/12	09/14/12	Wheel of Fortune 630p-7a	CM	M-F 630p-7p	--WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$1,000.00 0.00															
E 10	WDJT	09/12/12	09/14/12	CBS Mrning Nws M-F 7-8a	CM	7a-9a	--WTF--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 1 \$100.00 0.00															
E 11	WDJT	09/12/12	09/14/12	Let's Make a Deal 9a-108a	CM	858a-10a	--WTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 2 \$350.00 0.00															
E 12	WDJT	09/14/12	09/14/12	Fri 7p - 8p	CM	Fri 7p - 8p	---1--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
UNDERCOVER BOSS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 ---1-- 1 \$2,000.00 0.00															
E 13	WDJT	09/17/12	09/17/12	Mo 9p - 10p	CM	Mo 9p - 10p	1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII FIVE-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 1----- 1 \$2,000.00 0.00															
E 14	WDJT	09/16/12	09/16/12		CM	6p - 7p	-----1	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00

Order / Rev: 165872
Alt Order #: 06311346
Flight Dates: 09/12/12 - 09/19/12

Advertiser: Issue/S.E. I. U.
Product Desc: SEIU
Estimate: 1765

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Su 6p - 7p 60 Minutes															
60 MINUTES															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 -----1 1 \$3,200.00 0.00															
E 15	WDJT	09/16/12	09/16/12	CBS Sunday Morning	CM	8a-930a		:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
CBS Sunday Morning															
SUN MORNING/FACENATION															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 -----1 1 \$1,200.00 0.00															
E 16	WDJT	09/16/12	09/16/12	Su 8p - 9p	CM	8p-9p		:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
The Good Wife															
GOOD WIFEFTC: SEP30/12															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 -----1 1 \$2,000.00 0.00															
E 17	WDJT	09/13/12	09/13/12	Th 8p - 9p	CM	Th 8p - 9p		:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Big Brother 14															
BIG BROTHER															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 ---1--- 1 \$3,000.00 0.00															
E 18	WDJT	09/18/12	09/18/12	Tu 7p - 8p	CM	Tu 7p - 8p		:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
NCIS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -1----- 1 \$2,400.00 0.00															
E 19	WDJT	09/12/12	09/14/12	M-F Late News	CM	10p-1035p		:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
M-F Late News															
TEN AT 10PM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 --WTF-- 2 \$1,200.00 0.00															
E 20	WDJT	09/12/12	09/14/12	M-F 5pm News	CM	5p-530p		:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
M-F 5pm News															
58 NEWS AT 5PM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 --WTF-- 3 \$350.00 0.00															
E 21	WDJT	09/12/12	09/12/12	Wed 7p - 8p	CM	7p - 8p		:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Big Brother 14															
BIG BROTHER															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 ---1--- 1 \$3,000.00 0.00															
E 22	WDJT	09/17/12	09/19/12	Price Is Right 10a-11a	CM	10a - 11a		:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
Price is Right 10a-11a															
PRICE IS RIGHT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 MTW----															
E 23	WDJT	09/17/12	09/19/12	Letterman 1035p-1135p	CM	1035p-1135p		:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CM															
DAVID LETTERMAN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 MTW----															
E 24	WDJT	09/17/12	09/19/12	News at Noon	CM	12p-1230p		:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
News at Noon															
CBS 58 NEWS AT 12															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 MTW----															
E 25	WDJT	09/17/12	09/19/12	Dr. Phil 4p-5p	CM	4p-5p		:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
Dr. Phil 4p-5p															
DR. PHIL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 MTW----															
E 26	WDJT	09/17/12	09/19/12	CM	M-F 6p-630p	MTW----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00	

Order / Rev: 165872
 Alt Order #: 06311346
 Flight Dates: 09/12/12 - 09/19/12

Advertiser: Issue/S.E. I. U.
 Product Desc: SEIU
 Estimate: 1765

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
Jeopardy 6p-630p 6p-630p/Jeopardy														
JEOPARDY														
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12	09/23/12	MTW----		1	\$1,000.00			0.00						
E 27	WDJT	09/17/12	09/19/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	MTW----	:30	1	\$1,000.00	P-1	0.00	NM	
630p-7p/Wheel														
WHEEL OF FORTUNE														
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12	09/23/12	MTW----		1	\$1,000.00			0.00						
E 28	WDJT	09/17/12	09/19/12	CBS Mrning Nws M-F	7-8M	7a-9a	MTW----	:30	1	\$100.00	P-1	0.00	NM	
CBS This Morning M-F 7a-9a														
CBS THIS MORNING														
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12	09/23/12	MTW----		1	\$100.00			0.00						
E 29	WDJT	09/17/12	09/18/12	M-F Late News	CM	10p-1035p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	
M-F Late News														
TEN AT 10PM														
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12	09/23/12	MT-----		2	\$1,200.00			0.00						
Totals												43	\$38,550.00	